

River Spa

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I am originally from Winchester and studied business at Manchester Business School. On leaving I got a job at Rolls-Royce in Derby selling aircraft engines to commercial airlines. This was a great experience. I travelled to many countries including India, China, Taiwan, Oman, Azerbaijan and Sri Lanka to name but a few and really enjoyed experiencing the different wonderful cultures.

I was working very hard, including weekends, leaving me no time to do what I really wanted to do - learn to surf!

While working for Rolls-Royce I trained as a sports massage therapist in Manchester and managed to do all of the course work on the long haul flights.

In February 2010 I left Rolls Royce and moved to Cornwall - I had always loved coming here on holiday.

Initially, I worked in a variety of local spa businesses to do my market research and supplemented my income working as a mobile massage therapist.

But I had already decided that I wanted to open a reasonably priced, high-quality



Sarah Young.

salon with a spa where people could relax and unwind.

I competed against hundreds of other applicants for one of 25 'Unlocking Cornish Potential' grants from the EU. I was successful and the money enabled me to launch River Spa in Wadebridge in October 2011. The mentoring that came with the grant was of great help.

Every business has to have a 'USP' or

Unique Selling Point and mine was to use locally handmade Organic Trevarno products which are 'Fairtrade' and organic. Even the nail polish used in the business is organic!

I also put a great deal of work in to the design of the website - so important to a fledgling business these days.

By working in partnership with other successful local businesses River Spa has been able to grow rapidly.

In October 2012 we opened a treatment room at The Point at Polzeath and in February 2013 The Spa at St Enodoc in the St Enodoc Hotel was launched.

Further expansion followed in March of this year with the opening of a treatment room at The Metropole Hotel and a spa in The Falmouth Hotel.

My objective has been to combine value for money treatments with a high level

of customer service to create a successful brand.

My team of therapists are really like a small family and really work together very well.

The news that River Spa has been appointed a top 5 finalist for Best Spa/Salon in the 'Cornwall Today Awards' really delighted me. Can't wait for the results to be announced!

In September I start a Post Graduate Certificate of Education course at Cornwall College so that I can teach business studies and other courses to over 16's as I want to use my business knowledge to inspire others.

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The team from River Spa Wadebridge.

